



## Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202  
Madison, WI 53703



# Mississippi River Parkway Commission Marketing Committee Video Conference Call

**July 8, 2020 | 11 AM-12 PM**

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## AGENDA

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- |       |  |                                       |
|-------|--|---------------------------------------|
| I.    | 2020 Marketing Plan  | NO (11am-11:30am)                     |
|       | <ul style="list-style-type: none"><li>• COVID-19 Messaging Update</li><li>• Interpretive Centers Campaign</li><li>• Summer Flavors Campaign</li><li>• Drive the Great River Road Month</li></ul> |                                       |
| II.   | All American Road applications   | NO (11:30am-11:35am)                  |
| III.  | TRIP legislation and US Travel toolkit   | NO (11:35am-11:40am)                  |
| IV.   | Annual meeting update  | NO (11:40am-11:45am)                  |
| V.    | Mississippi River Country - Update   | NO (11:45am-11:50am)                  |
| VI.   | State Reports  | All states on call (11:40am -11:55am) |
|       | a. WI grant update   |                                       |
| VII.  | Toolkit Reminder   | NO (11:55am-12:00pm)                  |
| VIII. | Set next meeting date (proposed 2 <sup>nd</sup> Wednesday)   | NO (11:55am-12:00pm)                  |
| IX.   | Other business   | NO (11:55am-12:00pm)                  |

*Mission Statement: Preserving, promoting and enhancing the Mississippi River Parkway for communities and travelers*

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